

# Comparisons of Job Characteristics

Focus Occupation: **Marketing Managers (11-2021)**

Associated Occupation: **General and Operations Managers (11-1021)**

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

## Knowledge

Similarity of Focus Occupation to Associated Occupation: 67

Focus Occupation: Marketing Managers (11-2021)

Associated Occupation: General and Operations Managers (11-1021)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Administration and Management	8.4	17.3	13.9	<<	Extensive education and/or training may be required
Customer and Personal Service	11.3	16.4	18.3	>	Current knowledge level is likely sufficient
Personnel and Human Resources	5.6	15.2	9.5	<<	Extensive education and/or training may be required
Economics and Accounting	4.4	13.0	7.9	<<	Extensive education and/or training may be required
Clerical	7.3	12.0	9.9	<	Expanded education and/or training may be required
Sales and Marketing	5.2	10.5	21.5	>>	Current knowledge level is likely more than sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Skills

Similarity of Focus Occupation to Associated Occupation: 93

Focus Occupation: Marketing Managers (11-2021)

Associated Occupation: General and Operations Managers (11-1021)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Monitoring	9.9	12.5	12.8	0	Current skill level may be sufficient
Coordination	9.1	12.3	11.6	0	Current skill level may be sufficient
Negotiation	6.8	10.8	11.0	0	Current skill level may be sufficient
Management of Personnel Resources	6.9	10.7	11.5	0	Current skill level may be sufficient
Persuasion	7.4	10.5	13.3	>	Skill level is likely sufficient

Operations Analysis	5.0	10.1	11.6	>	Skill level is likely sufficient
Management of Material Resources	3.7	9.2	6.5	<<	Extensive development of skills in this area may be required
Management of Financial Resources	3.3	8.1	9.6	>	Skill level is likely sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

Abilities		Similarity of Focus Occupation to Associated Occupation: 91			
Focus Occupation: Marketing Managers (11-2021) Associated Occupation: General and Operations Managers (11-1021)					
Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Problem Sensitivity	11.1	13.2	12.6	0	Current ability level may be sufficient
Written Comprehension	11.0	13.2	13.8	0	Current ability level may be sufficient
Written Expression	9.8	13.2	13.0	0	Current ability level may be sufficient
Fluency of Ideas	7.6	9.8	13.3	>>	Current ability level is likely more than sufficient
Originality	7.6	9.6	12.3	>	Current ability level is likely sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common		Similarity of Focus Occupation to Associated Occupation: 91
Focus Occupation: Marketing Managers (11-2021) Associated Occupation: General and Operations Managers (11-1021)		
Work Activities	Exclusivity of Activity	
Analyze sales activities or trends	74	
Assign work to staff or employees	30	
Conduct or attend staff meetings	47	
Confer with other departmental heads to coordinate activities	61	
Develop marketing strategy	89	
Develop pricing strategy	89	
Direct and coordinate activities of workers or staff	3	
Estimate product demand	92	
Evaluate performance of employees or contract personnel	54	
Hire, discharge, transfer, or promote workers	47	
Oversee execution of organizational or program policies	49	
Provide customer service	14	

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Tools and Technologies that Both Occupations Have in Common

Similarity of Focus  
Occupation to Associated  
Occupation: 84

**Focus Occupation: Marketing Managers (11-2021)**

**Associated Occupation: General and Operations Managers (11-1021)**

Tools and Technologies	Exclusivity
Business function specific software	1
Computer data input devices	2
Computers	1
Content authoring and editing software	1
Data management and query software	1
Duplicating machines	6
Finance accounting and enterprise resource planning ERP software	2
Industry specific software	1
Information exchange software	1
Network applications software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.